

Calgary . . . City of Friendship



FORT CALGARY IN 1878



Christmas
1946

ONTARIO LAUNDRY LIMITED

DURING THE WAR the years rolled by in a thunder of activity and sacrifice. Now, in peace, however unsteady, there are lulls in which we can look back over the past, and perhaps the better chart our course for the future.

Some of us, perhaps, are growing old, and are prone to think the West is growing old with us. We are disposed to measure time in terms of our own lives, and, in such terms, forty or fifty years is a very long while indeed. But in the history of the world, or of mankind, a thousand years are but as yesterday when it is past.

Within one man's lifetime the first homesteads were granted in Western Canada. All the development of this country from scattered chains of fur-trading posts to today has taken place in that time. It is easily within one man's lifetime since the first railway whistle was heard on the prairies; today those prairies send more wheat to feed the world than does any other equal area on earth. And the West is still young — very young indeed. It is just at the beginning of its development.

As the West has grown, so has Calgary grown; from trading-post to police-post to cow-town to metropolis—all in a lifetime. Calgary; compact, substantial, clean; flowing over its original site in the beautiful valley of the Bow, its human tide surging

to new levels on the brown foothills. Calgary, where prairie, river, and foothills meet, and the mountains stand guard forever!

Calgary has often been called "The City of the Foothills." The name fits its physical position. But there is more than that; something which every visitor notices. There is a human as well as a physical atmosphere in Calgary which is as distinctive as the chinook; the warm tides of goodwill for which this city is noted. This is a characteristic repeatedly mentioned by visitors; they find in Calgary not only "The City of the Foothills" but a veritable "City of Friendship."

This reputation for being a friendly people, a helpful people, a people of goodwill, is Calgary's greatest asset. It is a reputation to which we of the Ontario Laundry like to feel we have contributed a part. And at Christmas, the season especially consecrated to goodwill, we like to dwell on that thought. We like to think that the spirit of our Christmas season might prevail through all the fifty-two weeks of the year.

For ourselves—we shall try. We begin by wishing our friends and customers — and if there be any who do not come within these classifications we include them too — the most happy Christmas of their lives, and a year ahead in which the spirit of friendliness and service may be alive and fruitful in all they are and do.



CALGARY, 1946

PHOTO BY LORNE BURKELL